



For immediate release

**Japanese Graffiti and Origami Master Shin Tanaka Creates
Stylish Mascot for Fashion Walk
Showcasing Creativity in Crazy Summer**

(Hong Kong, June 23, 2015) As the trendy hub in Causeway Bay, Fashion Walk of Hang Lung Properties is opening up the toy chest to initiate another wave of creative projects this summer by launching the program “100 Ways To Summer”. Esteemed Japanese graffiti and origami master Shin Tanaka has created a unique cartoon mascot, Fashion Walker, to honor Fashion Walk as the center of style and glamour in the local fashion scene and to demonstrate its creative atmosphere in this crazy summer.

The towering Fashion Walker mascot, standing four meters tall, will be displayed at the entrance of Fashion Walk Main Block, welcoming visitors to the heart and soul of Hong Kong’s contemporary fashion-art scene. Shin Tanaka has also designed noteworthy cartoon mascots to give a unique perspective on the many world-renowned brands that call Fashion Walk their home, including Michael Kors, Ted Baker, burgeRoom, Kiehl’s and LOG-ON, showcasing each brand’s trademark to the fullest.

Adored by the international fashion scene, Shin Tanaka specializes in combining the style of modern graffiti with the Japanese ancient art of origami to create unique paper



artworks. He was invited by the godfather of the fashion world, Karl Lagerfeld, to create an exhibition named Paper Toy Mania for the Parours Saint-Germain which is held in Paris annually. He has also created a paper figure, Paper Lady Gaga, of the fashion-forward diva Lady Gaga, illustrating her distinctive performance style when performing on stage. Besides these well-known figures, he has also collaborated with numerous well-known international brands in the past, such as NIKE, adidas and Reebok, using intricate origami to showcase the different traits and unique brand image of each label.

From now until August 31, 2015, customers can have some fun with the interactive photo booth placed inside Fashion Walk Main Block. Customers can have first-hand experience of the charm and fun of origami by creating 3D artworks which are made by special piece of paper with their own facial appearance. For customers who have spent a specific amount, special gifts await to be redeemed, including limited edition Gacha capsule, tote bag and umbrella. For redemption details, please refer to the appendix.

About Fashion Walk

In a unique fusion of indoor and outdoor elements at the heart of Causeway Bay, encompassing four vibrant streets – Great George, Paterson, Kingston and Cleveland – Fashion Walk is the superlative shopping destination, offering the latest trends in fashion, gastronomy and lifestyle in a magnificent setting. Fashion Walk has its finger firmly on the pulse of fashion trends for hipsters and trendsetters, allowing them to discover popular international brands and rising stars. It is home to Fashion



Intelligence, the coming together of ideas and insights. We invite kindred spirits to join our community to discover, explore and share. They can also interact with their favorite brands, local lifestyle bloggers and other like-minded people on our social platform. It is a place where they can share their ideas and be part of the community to shape the next hot trend.

More and more cutting-edge concept stores and brands are opening their flagship stores here, including LOG-ON lifestyle store – Hong Kong Island's biggest outlet that has a special member zone; Michael Kors – Hong Kong's first full collection flagship store; Ted Baker – Hong Kong's first flagship store that is decorated using the theme of trams in Hong Kong and trains in the UK; the two-story Armani Exchange, Kate Spade New York, and Max Mara flagship stores; and the newly opened Just Cavalli and Versus concept stores; as well as the world's biggest H&M flagship store (Fashion Walk Great George Street), debuting in the fourth quarter of 2015. Many popular dining outlets including Wildfire+, Elborn, Cedele and Simplylife have landed at Fashion Walk Food Street, with comfy alfresco and indoor seating so to allow diners to experience tranquillity amidst the hustle and bustle of the vibrant city. Fashion Walk is the choice of shopping destination for fashionistas and trendsetters and one of Hong Kong's most unique shopping destinations.



Please visit:

Fashion Walk's Website: www.fashionwalk.com.hk

Facebook: www.facebook.com/HK.FashionWalk

Sina Weibo: <http://weibo.com/hkfashionwalk>

Instagram: instagram.com/hkfashionwalk

Youtube: www.youtube.com/user/hkfashionwalk

Wechat: id= hkfashionwalk

About Hang Lung Properties

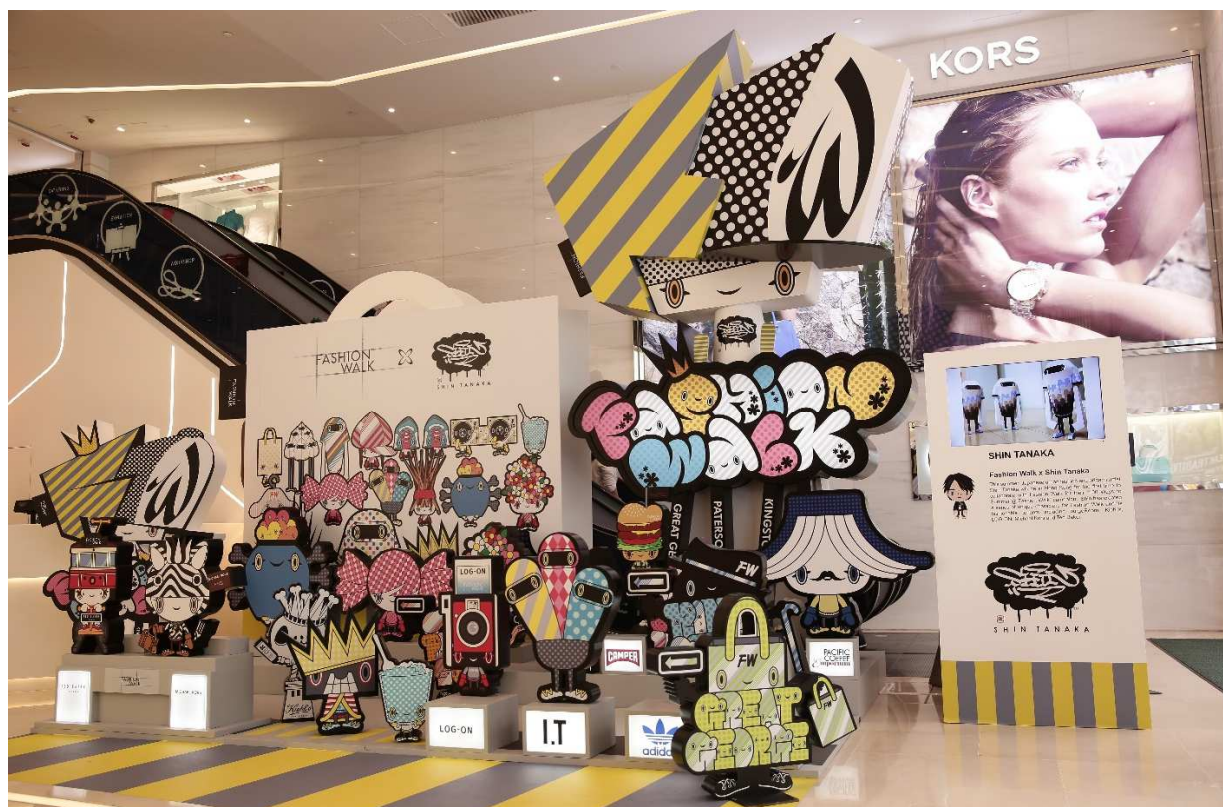
Hang Lung Properties Limited, a constituent stock of the Hang Seng Index and Hang Seng Corporate Sustainability Indices in Hong Kong, is a leading real estate developer in Hong Kong and mainland China. Boasting a diversified portfolio of investment properties in Hong Kong, the Company has progressively branched out into the Mainland since the 1990s, building, owning and managing world-class commercial complexes in key cities, projects that have earned international acclaim for their exceptional quality of architectural design, services and sustainable features.

Riding on the immense success of its two landmark properties in Shanghai, Plaza 66 and Grand Gateway 66, the Company's footprint has expanded to Shenyang, Jinan, Wuxi, Tianjin, Dalian, Kunming and Wuhan, with all the Mainland projects carrying the "66" brand. Subsequent to the grand openings of Parc 66 in Jinan, Palace 66 and Forum 66 in Shenyang, Center 66 in Wuxi and Riverside 66 in Tianjin over the past few years, Olympia 66, another world-class investment property in Dalian, will come into operation in 2015. As Hang Lung's business continues to grow, the Company is

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Cheung Ka Wing
Assistant Manager
Corporate Communications
(852) 2879-0360
WingKWCheung@hanglung.com

Photo Caption (1)



The 4-meter Fashion Walker cartoon mascot, welcoming visitors at the entrance to the Main Block of Fashion Walk, is Shin Tanaka's creation inspired by Fashion Walk's unique fashion-art atmosphere.

Photo Caption (2)



Shin Tanaka has also designed noteworthy cartoon mascots for the many world-renowned brands at Fashion Walk, including Michael Kors, Ted Baker, burgeRoom, Kiehl's and LOG-ON.

Date: June 18 to August 31, 2015

Venue: Fashion Walk Concierge

Details: Customers who have spent a specific amount can redeem a fabulous gift by presenting receipts on the day of purchase

Minimum Amount Spent	Reward
HK\$100 (Single Purchase)	One limited edition Gashapon capsule
HK\$ 1,000 (A maximum of 3 receipts)	One limited edition Shin Tanaka tote bag
HK\$ 4,000 (A maximum of 3 receipts)	One limited edition Shin Tanaka umbrella

* Each eligible receipt can only be used once only.

* Gifts for each day's redemption are in limited stock and are available on a first-come-first-served basis.

* Terms and conditions apply. In case of any disputes, Hang Lung Real Estate Agency Limited reserves the final right of decision.